

# WBBM PORTRAIT

OF A PERSONALITY ON *Chicago's Showmanship Station*

50,000 WATTS • 780 KC • WRIGLEY BUILDING, CHICAGO  
REPRESENTED BY CBS RADIO SPOT SALES

## BILL WOLFF

A veteran in radio at 26, BILL WOLFF took his first steps in the world of broadcasting at the tender age of 15 at WKRC, a CBS affiliate in Cincinnati. The long climb from office boy to announcer was finally achieved about six months before Uncle Sam beckoned and he joined the Navy. Upon discharge he returned to WKRC working both radio and TV until July of 1950. A busy young man always anxious to improve himself, he also attended classes full-time at the University of Cincinnati.

Television free lance work led BILL to WLW-T in Cincinnati, WLW-T in Dayton and WLW-C in Columbus. At WLW-T he worked on a show called "Live It Again", which he deems his most difficult announcing assignment, as it involved his memorizing over 15 minutes of Dates, Names and Places for each half-hour show, sponsored by Continental Baking. Also featured on the show were the McGuire Sisters, who currently are enjoying popularity on the Arthur Godfrey Programs.

BILL WOLFF's deep, authoritative voice has made him a natural as a newsmen. He worked on the staff as a newscaster on WCPO-TV in Cincinnati doing narration work on Paramount-Movietone News. His next move was to Chicago and Station WHFC where his ability to do many things well was shown to good advantage as he handled a variety of announcing assignments. This versatile young man was added to the WBBM staff in April of 1953 as a summer relief, but proved to be too good to lose and has been taken on as a regular staff announcer.

Bill is much in demand as a musical master of ceremonies and at WBBM has his own Saturday afternoon Show "Music, Inc." His engaging on-the-air personality and his good taste in popular music make this show an unusually smooth and sophisticated record program. While popular Chicago personality Josh Brady was on vacation, BILL subbed for him on his Saturday afternoon and Sunday morning disc jockey shows, and handled the assignment in his usual competent manner. BILL has a newscast every Sunday night and a Saturday evening sports review, both sponsored by Nelson Brothers. Back in the musical line, he has done "Music for You" and the CBS Network "Chicagoans" . . . . also remote musical broadcasts from the Melody Mill - Aragon - and Trianon, popular Chicago ballrooms.

Add a wide and varied background of experience to a quantity of personality and showmanship, and you come up with BILL WOLFF, a welcome asset to WBBM's capable announcing staff.

